What were the effects of small business sales caused by Typhoon Soudelor due to power outage?

EN 202 English Composition II

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Author’s Note:

This research project was proposed by Lalani Fritz for EN 202, Section 1 at Northern Marianas College instructed by Dr. Kimberly Bunts-Anderson

Abstract

This paper is based on research with small businesses within the southern community of Saipan. It concentrates on the effects of sales after typhoon Soudelor and the following two months. The island was devastated by this strong typhoon. Everyone were effected including small businesses. To this day, there are still businesses that are still closed due to the damages sustained by typhoon. Many were effected due to power outages which affected the sales to these businesses. The student researcher wanted to know,What were the effects of small business sales caused by typhoon Soudelor due to power outage? The student researcher will create ten surveys questions and will distribute to ten random small businesses. Also, student researcher will provide ten interview questions to two stores, somewhat similar to the survey questions. Both sets of questions will be focusing on the effects of small business sales caused by typhoon Soudelor due to power outages.

LITERATURE REVIEW:

In our English 202 class, the majority of our class voted to do a grouped topic instead of individual work. Our umbrella topic was Typhoon Soudelor and the student researcher chose to investigate the effects on small business sales cause by Typhoon Soudelor by reviewing online materials which pertain to Hurricane Katrina and Typhoon Kaiyan. In EBSCO, student researcher was able to find an article about Businesses returning to New Orleans after Hurricane Katrina.

Presently, student researcher has found two articles relating to business impacts after a typhoon or a hurricane. Student researcher found articles on Saipan Tribune and Marianas Variety but it wasn’t directly talking about effects on businesses. Student researcher is planning of questions to upload on Survey Monkey so that it will be sent to businesses via email. The primary literature review will be on Hurricane Katrina. The business in New Orleans were basically shut down, which greatly impacted the sales of the store. It took businesses a long time to open because of the flood cause by Katrina. In the Philippines, Typhoon Haiyan destroyed businesses to the ground. The damage was also extensive. Although these two natural disasters are quite different from Typhoon Soudelor, they all have one thing in common which is sales effect.

Student researcher chose to investigate this issue of businesses sales after Typhoon Soudelor because the power outages did have a big impact on the island after the typhoon.

Student researcher will interview two stores with ten questions and also provide a survey to 10 stores. These stores are located on the south community of Saipan. This part of the island was chosen because the student researcher lives on this part of the island.

Research Questions:

What were the effects of small business sales caused by Typhoon Soudelor due to power outage?

Possible Secondary questions:

1. Did you have generator at the time the typhoon struck?
2. Did you have to change your store hours?
3. Did you have to throw away any produce because of lack of power?
4. How did you get rid of your frozen items?
5. Was there any change to your sales?

All the questions stated above are able to be answered through interview and surveys will be distributed to random small business stores on the south side of Saipan.

The following is a tentative schedule of how the student researcher conduct this research and also to collect data.

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| Week (Month) | Task |
| October 27-31, 2015 | Work on secondary questions to be used as surveys and also interviews |
| November 3-8, 2015 | Revise questions, given feedback from peers |
| November 10-15, 2015 | Distribute surveys and conduct interviews |
| November 16-22, 2015 | Collect the surveys |
| November 23-29, 2015 | Analyze the data collected |
| November 30-December 6, 2015 | Write the 1st draft |
| December 7-13, 2015 | Revise |
| December 14-18, 2015 | Final draft  |
| December 21-24, 2015 | Present final paper with power point presentation |

In conclusion, student researcher finds that this specific research is important because it effected businesses. By creating surveys and conducting interviews, student researcher will be able to answer “What were the effects of small business sales caused by Typhoon Soudelor due to power outage?”

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